



**City of Scottsdale**  
**Tourism Development Commission**  
**Regular Meeting Minutes**

9:00 a.m., Tuesday, September 15, 2020

Meeting held electronically

**PRESENT:** Linda Dillenbeck, Chairperson  
Sherry Henry, Vice Chair  
Jeanne Alspaugh  
Anna Mineer  
Richard Newman

**ABSENT:** Ken McKenzie

**STAFF:** Karen Churchard  
Steve Geiogamah  
Ana Lia Johnson  
Holli Shannon

**GUESTS:** Rachel Pearson, Experience Scottsdale  
Rachel Sacco, President/CEO Experience Scottsdale  
Caroline Stoeckel, Experience Scottsdale  
Kelly Triplett, Experience Scottsdale  
Mike Nealy, Executive Director, Fiesta Bowl

**1. Call to Order/Roll Call**

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. Commissioner McKenzie was absent.

**2. Approval of Minutes**

Commission discussion and action to approve the August 18, 2020 regular meeting minutes. Chair Dillenbeck called for corrections and/or approval of minutes.

COMMISSIONER NEWMAN MOVED TO APPROVE THE AUGUST 18, 2020 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, NEWMAN, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

**3. 2019/20 Fiesta Bowl Contract Fulfillment and 2021 Game Updates**

Presentation and Commission discussion regarding the December 2019 Fiesta Bowl, impact to the City of Scottsdale and fulfillment of the contract between Fiesta Bowl and Experience Scottsdale and 2021 game updates.

Rachel Pearson, Vice President Community & Government Affairs Experience Scottsdale, and Mike Nealy, Executive Director, Fiesta Bowl, provided an update of last year's event and discussed plans for the 2021 event.

**4. Event Funding Program Recommendations**

Commission discussion and recommendations on the following applications for event funding:

- a. Hashknife Pony Express – \$18,500
- b. Triple Crown Fall Softball Tournament - \$2,500

COMMISSIONER ALSPAUGH MOVED TO APPROVE FUNDING FOR BOTH EVENTS AS RECOMMENDED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, NEWMAN, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

**5. Staff Reports**

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates

Mr. Geigamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma. Program updates included discussion about events that have moved from fall to spring due to Covid-19. Karen Churchard also gave an update on the 2020 Scottsdazzle event changes.

**6. Public Comment**

There were no members of the public who wished to speak.

**7. Identification of Future Agenda Items**

Mr. Geigamah stated the future agenda items will include a Scottsdazzle update and possibly an update on the Longwoods Report.

**Adjournment**

With no further business to discuss, being duly moved by Commissioner Newman and seconded by Commissioner Mineer the meeting adjourned at 9:39 a.m.

AYES: Chair Dillenbeck, Vice Chair Henry, Commissioners Alspaugh, Mineer and Newman with no dissenting votes.

**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

**Next scheduled regular meeting is October 20, 2020**

**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.